

CITY OF PETALUMA, CALIFORNIA

MEMORANDUM

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DATE: August 12, 2009

TO: Lynn Florey – Principal Water Programs Specialist

FROM: Michael Ban, P.E. – Director Water Resources & Conservation

SUBJECT: State Water Resources Control Board Milestone Report No. 2

This information is provided in support of the Sonoma County Water Agency's Milestone Report No. 2, in compliance with the State Water Resources Control Board Order WR 2009-0027-DWR Term 15.

Meetings

- 7-16-09. North Coast Water Conservation Coordinators Meeting – SCWA sponsored.
- 7-6-09. Technical Advisory Committee of the Water Contractors to the SCWA.
- 7-31-09. Conducted a grand opening ceremony of the City's Ellis Creek Water Recycling Facility, which will produce tertiary recycled water which will be used to offset potable water demands. Speakers at the ceremony stressed the importance of water efficiency. The City maintained a water conservation booth at the ceremony and distributed educational materials on water conservation, including sign-ups for the City's WaterWise Housecalls program and various other City water conservation programs. Over 250 people attended this ceremony.

Water Waste Reduction Enforcement Actions

- Continued implementation of Stage One of the City's Water Shortage Contingency Plan.
- Implemented a new online water waste reporting feature where citizens can anonymously report water waste using the City's website.
- Enhanced the City's current water waste patrol program by having water conservation staff proactively patrol city limits looking for water waste in addition to investigating water waste reported by citizens or other city personnel. Thirty one investigations were conducted and alleged water waste issues were resolved.

Public outreach campaign in Sonoma and Mendocino Counties

- Placed two water conservation advertisements in the local newspaper (Argus Courier). A copy of the advertisements is attached. Petaluma also ran water conservation advertisements at all 14 screens at Petaluma's Cinema West movie theater.

- Sent out a direct mail post card on water conservation to all of the City's 20,000 plus utility customers (copy attached).
- The City sent a notice to all utility customers informing of the City's decision to implement Stage 1 of its water shortage contingency plan (copy attached).
- Conducted two water conservation seminars for Petaluma residents; *The Seven Wonders of Water Conservation* and *Lush and Water-Wise*. Over 70 residents attended the seminars. The below descriptions were advertisements which outline each seminar:

The Seven Wonders of Water Conservation

"Are you ready to soak in the secrets of turning water scarcity into water abundance? This site tour and presentation will begin with Dave Iribarne, Petaluma's Water Conservation Coordinator and Board member of the California Landscape Contractors Association, as he leads us through the City of Petaluma's new beautiful and eco-fabulous Ellis Creek Water Recycling Facility. Then we'll strengthen our sense of place as we learn where our water comes from, where it goes and how best to treasure it along the way. We will discuss many ways to save water from water-wise gardening to behavior modification. Daily Acts Director Trathen Heckman will share slides and stories of innovative methods such as greywater, rainwater catchment, bioswales and the art of rainwater harvesting. You will leave educated, inspired and better able to save water."

Lush and Water Wise

With the winter rains long gone and the dry season upon us, we seek to keep our garden hydrated and home needs met in water-wise ways. Get informed and empowered to take action by this inspiring tour and presentation that will help you get a grip on water use inside and outside. Let's meander through the residential home and garden of Trathen Heckman, director of Daily Acts. Inside we'll explore domestic water use and a host of easy techniques for minimizing waste of this precious resource. Outside, we'll learn small-scale techniques for harvesting and storing rainwater for reuse, building healthy soil, practical greywater possibilities, and design principles and concepts to move you towards a more sustainable landscape.

We'll explore Trathen's backyard city oasis in great detail; featuring the first single-residence permitted greywater system in Sonoma County, a constructed wetland, and rainwater catchment cistern. Trathen grew over 1,000 lbs of food last year using low-water food production techniques. We'll tour his abundant city garden, while visiting his bees, chickens, apple tree fence, and over 150 varieties of food and medicinal plants.

After this day, you'll be filled with the inspiration and skills to treasure each drop and start recapturing the precious water at your home!

- Conservation staff participated in a panel at a meeting hosted by the City of Santa Rosa entitled "Landscape Water Management During Times of Drought". Staff discussed current activities that the City of Petaluma was engaged in to help meet the requirements

of the State Board Order 2009-0027-DWR Term 15. Attendees of the meeting were local property managers, landscape contractors, other municipalities and irrigation professionals.

Additional actions taken by retail water agencies


- The City began reducing irrigation of city-owned turf areas that are not considered recreational turf areas. The Cavanaugh Recreation Center turf area was completely eliminated (over 3,000 square feet) by using the sheet-mulching technique. The Sonoma Mountain Parkway Landscape Assessment District turf area irrigation has been turned off. This area will be sheet mulched as well. The City is exploring other non-recreational turf areas to eliminate.
- City staff reduced and/or turned off turf irrigation on city park turf areas using the city's new WeatherTrak smart irrigation controllers that are installed in all city parks. The city purchased the two-way communication feature offered by WeatherTrak which allows the city to use a desktop computer to quickly alter the irrigation program for turf-only areas.
- Twenty six high efficiency toilet (HET) rebates were issued in July.
- One hundred twenty nine single family residential Water-Wise HouseCalls were conducted in July.
- Twenty one residential washing machine rebates were issued in July.

2009 metered water consumption compared to 2004 metered water consumption

- Metered water consumption for January – July 2004 was 2,093 MG. Metered water consumption for January – July 2009 was 1,627 MG.

Please contact me or Dave Iribarne if you have any questions regarding this information.

NEWSPAPER ADS PRINTED IN THE PETALUMA ARGUS COURIER

| WATER WATCH | |
|---|--|
| <p>Water-Saving Tip #7: Convert your standard pop-up spray-head nozzles to the new water-efficient stream nozzles.</p> <div>  <p>For details on this tip and other ways to save water, visit www.CityofPetaluma.net/wrcd/ Call today for your FREE in-home (or business) water use evaluation: 707-778-4546</p> </div> <p>Conserve Water — It's the Right Thing to Do!</p> | <p>Current Condition: Stage 1</p> <p>Stage 1 water shortage conditions call for voluntary conservation efforts to reduce community-wide water use by 15% compared to the same period last year.</p> |

| WATER WATCH | |
|--|--|
| <p>Water-Saving Tip #6: Sheet mulch unused lawn areas and replant with native, low water-use plants, fruit trees, vegetables and herbs.</p> <div>  <p>For details on this tip and other ways to save water, visit www.CityofPetaluma.net/wrcd/ Call today for your FREE in-home (or business) water use evaluation: 707-778-4546</p> </div> <p>Conserve Water — It's the Right Thing to Do!</p> | <p>Current Condition: Stage 1</p> <p>Stage 1 water shortage conditions call for voluntary conservation efforts to reduce community-wide water use by 15% compared to the same period last year.</p> |

POSTCARD MAILED TO ALL UTILITY CUSTOMERS



Conserve Water — It's the Right Thing to Do!

Water Saving Tips:

- By using a low-flow showerhead, you can save up to 12 gallons of water per shower. And you still come out smelling like a rose! Ask your local hardware dealer about showerheads that flow only two gallons per minute.
- High efficiency toilets (HETs) use at least 20% less water than the standard 1.6 gallon per flush toilet. You can earn a \$150* rebate by replacing a toilet that uses more than 1.6 gallons per flush with an HET.

Call for your FREE Water-Wise HouseCall today:
1-800-548-1882. Our trained Water Conservation
Technicians will evaluate your water use indoors and
out, and will offer you FREE low-flow showerheads
and other water-saving devices.

**Before replacing your clothes washer or toilet, check with the City of
Petaluma Water Resources & Conservation Department for details.*

To learn about water conservation rebates and
other programs visit

www.cityofpetaluma.net/wrcd/

or call the Water Conservation Hotline at

707-778-4507



*Watch your mailbox
for other water saving
tips from the City of
Petaluma Water
Resources & Conser-
vation Department.*

PSRST STD
U.S. POSTAGE
PAID
PETALUMA, CA
PERMIT NO. 255

NOTICE MAILED TO ALL UTILITY CUSTOMERS



Declaration of Water Shortage Seeks Voluntary Cut in Water Use

*Lower Russian River Water System Flowrates, Reduced Russian River Diversions,
and Sonoma County Water Agency Water Transmission System Problems Prompt
Call for Increased Conservation*

Petaluma receives 90% of its water from the Russian River water system, which is operated by the Sonoma County Water Agency. Even though the main reservoir on this system, Lake Sonoma, is 92% full, the Sonoma County Water Agency's ability to access and deliver this water is limited by three factors: 1) a requirement by the National Marine Fisheries Service that the Agency limit water releases from Lake Sonoma to protect endangered and threatened fish species in Dry Creek, which is downstream of Lake Sonoma, 2) an Order issued by the State Water Resources Control Board directing the Agency to reduce Russian River water diversions this summer by 25% in comparison to 2004, and 3) the Agency's decision to shut-down certain water transmission system facilities this summer to reduce operating costs.

These three factors caused the Sonoma County Water Agency to declare it will deliver less water this year. In response, the Petaluma City Council declared a water shortage emergency on June 1, 2009 and is asking their customers to voluntarily reduce potable water consumption by up to 15 percent. Many other nearby agencies that purchase water from the

Sonoma County Water Agency have also declared a water shortage emergency, including Cotati, Santa Rosa, Sonoma, Windsor, Valley of the Moon Water District (Sonoma) and the North Marin Water District (Novato). A water shortage emergency continues to be in effect throughout California and the Governor has asked residents statewide to reduce water use by 20 percent.

Petaluma offers many incentives and programs to help our customers conserve water, including rebates on high-efficiency toilets and clothes washers, free water-saving devices, and tiered water rates that reward efficient water use. You can also take advantage of our free WaterWise Housecalls program and have a water conservation professional visit your house where they will review your water use, check your irrigation system and offer suggestions for saving water. Over 2,000 customers have benefitted from this program. To save water in our parks, Petaluma has installed Smart irrigation controllers that automatically adjust irrigation times according to the weather. This summer the City will be reducing and, in some cases, shutting off irrigation to sections of parks that are not commonly used.

For more information about Petaluma's water conservation programs, please call our water conservation hotline at 778-4507, or visit the Water Resources and Conservation Department's Web site at www.cityofpetaluma.net. Here you will find over 80 simple tips on how to save water. For more information about the water shortage declaration, please visit our Web site or call the Department of Water Resources and Conservation at 778-4546.

**Conserve Water —
It's the Right Thing to Do!**

